



EXPORT TRADE MISSION

February 16 – 25, 2007



South Africa



South Africa is one of the fastest growing export markets for American companies based in the Great Lakes states. Advancing into a new market or expanding existing business into this important market can be accomplished through participation in this multi-state export trade mission.

This Mission is sponsored by the **Council of Great Lakes Governors (CGLG)**. Member State's include: Illinois, Indiana, Michigan, Minnesota, New York, Ohio, Pennsylvania and Wisconsin. The Council's mission is to encourage and facilitate environmentally responsible economic growth. Toward this end, the Council and its member States assist small and medium-sized companies enter new markets and expand exports. The Council maintains trade offices in six foreign markets including Johannesburg, South Africa. For more information, visit www.cglg.org.

MISSION BENEFITS

- **Customized one-on-one business appointments:** In-country CGLG office to schedule customized individual business appointments with potential agents/distributors/buyers in Johannesburg, Durban and Cape Town. Meetings will be scheduled based on information provided by the participating company regarding market objectives.
- **In-country market research and telemarketing:** CGLG staff to conduct qualified advance research. This ensures participating companies are positioned for results.
- **Country briefings:** A briefing to be held for participants on arrival in Johannesburg. This briefing will provide an overview of current economic and political conditions as well as guidance on how to do business in this market.
- **Business networking events:** Business networking events for participants in Johannesburg and Cape Town. These events will allow participants to meet with a cross-section of the business community to further promote goods and services outside the one-on-one business meetings.
- **In-country promotional campaign:** Extensive campaigns will be conducted to promote the export mission's visibility.
- **Ground transportation:** Airport-hotel-airport transportation provided.
- **Hotel discounts:** Group discount at conveniently located hotels geared for business travelers.

South African Opportunities

South Africa has proven to be a very attractive market for U.S. exporters since democratic government arrived in 1994. The economy is expected to grow by 5% in the coming year. English is the business language. The legal and corporate framework is very similar to the U.S. South Africa has had one of the best performing stock and property markets in the world over the past three years. The commodity boom has strengthened local buying power as consumer and capital equipment sales have reached record levels. Both manufacturing and resource based industries have been growing. Total US exports to South Africa in 2005 were \$3.88 billion--\$1.65 billion of this came from the eight CGLG states, encouraged by strong growth trends, indicating a growing trading relationship between the Great Lakes region and South Africa. Wisconsin's exports increased 33% in 2005 to \$84 million with industrial and electrical machinery and medical equipment in the top three spots. Other growth products include: paper, wood and sports equipment.

If you are not already active in this important market, now is the time to get started. The CGLG trade office in South Africa will help you make the contacts you need to win business in South Africa. Take this opportunity to experience the business environment and culture firsthand, and gain insights through networking with your counterparts from other exporting companies.

KEY INDUSTRY SECTORS

- Aircraft and Parts
- Automotive Parts and Accessories
- Chemicals for Industrial Inputs
- Environmental Engineering
- Hardwood Lumber
- Information Technology and Communications Equipment
- Industrial Machinery and Equipment / Instrumentation
- Medical Instrumentation and Devices
- Mining Equipment / Conveyancing
- Transportation Equipment
- Railway Transport Technology

TRADE MISSION PROGRAM SERVICES

- Review products and services and determine their marketability
- Evaluate the readiness of the company to enter the market
- Provide trade counseling through the Council of Great Lakes Governors' foreign trade office & assist in the identification of trade partners, distributors, agents and trade leads

ITINERARY

Friday, Feb. 16 th	Depart U.S. for Johannesburg
Sunday, Feb. 18 th	Arrive in Johannesburg
Monday, Feb. 19 th	Business Briefings Individual Business Appointments Business Network Event
Tuesday, Feb. 20 th	Individual Business Appointments Travel to Durban
Wednesday, Feb. 21 st	Individual Business Appointments Travel to Cape Town
Thursday, Feb. 22 nd	Individual Business Appointments Business Networking Event
Friday, Feb. 23 rd	Individual Business Appointments
Saturday, Feb. 24 th	Depart for U.S.
Sunday, Feb. 25 th	Arrive back in U.S.



EXPORT TRADE MISSION

February 16 to 25, 2007

MISSION REGISTRATION DEADLINE: December 8, 2006

COST

- **Mission Participation Fee:** \$1,625* Includes customized one-on-one business appointments, country briefings, business receptions, Wisconsin and South Africa staff assistance and local airport transfers.
- **Coach Class Airfare:** \$1,315 from Wisconsin using South African Airways. Prices cannot be guaranteed until tickets are purchased. Extra cost for intra-country flights. Our airlines may be used.
- **Hotels:** 6 nights (estimate): \$850. Prices cannot be guaranteed until bookings are made.
- **Local Transport:** Participants are responsible for their own inter-city transport between appointments.

FOR MORE INFORMATION PLEASE CONTACT:

Mary Regel, Administrator, Division of International Development,
WI Department of Commerce, (tel) 608-266-1767 E-mail: mary.regel@wisconsin.gov

FAX REPLY FORM

Please fax to: MARY REGEL (608) 266-5551

YOUR COMPANY INFORMATION

_____ Yes, I would like more information on the export mission to South Africa

Name & Title Mr. Ms. Mrs. Dr.	
Company	
Business Street Address	
City, State, Zip Code	
Telephone	Fax
E-mail	Web-site